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By Fred Searle

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## Vegan bacon arrives at Sainsbury's

Vivera's latest plant-based meat alternative is fat-free and will be sold in a broad selection of retailer's UK stores



**F**at-free vegan bacon is the latest plant-based meat alternative to arrive at UK supermarkets after Dutch specialist Vivera secured a listing at Sainsbury's.

The manufacturer's Bacon Pieces are made entirely out of plant-based ingredients and will be sold exclusively in a "broad selection" of Sainsbury's UK stores.

It is made from 82 per cent rehydrated soy and wheat protein and also contains beetroot extract, onion powder and garlic powder among other ingredients.

Vivera said the product will also be introduced in other European countries over the course of 2019.

In addition, Sainsbury's will start selling the Vivera vegan steak, which launched in the UK last year as the world's first, in 430 stores.

Vivera reported that it has sold over a million of its plant-based steaks at UK retailers since it launched at Tesco in mid-2018. It has subsequently been introduced to other European markets.

When developing the Bacon Pieces, Vivera said it wanted to create a healthy, fat-free product with the same taste, texture and appearance as real bacon

The company's commercial director Gert Jan Gombert said: "Especially in the British market we foresee a large demand for our fat-free vegan bacon.

Traditionally, it is one of the product categories where meat has been difficult to replace.

"Our product development team has done an outstanding job in making the bacon pieces as tasty as the available regular bacon while reducing the fat level to zero."

She added that the "overwhelming positive feedback" from British consumers for Vivera's vegan steak had encouraged the company to prioritise the British market and launch its Bacon Pieces in the UK first.